

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> <span style="font-size: 1.2em; margin-left: 40px;">WRAL-TV Raleigh</span>	<b>Date:</b> <span style="font-size: 1.2em; margin-left: 20px;">8/20/12</span>
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I, Smart Media Group,  
 being/on behalf of: Pat McCrory, a legally  
 qualified candidate of the Republican political  
 party for the office of: Governor  
 in the General  
 election to be held on: 11/6/2012  
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
see attached					

<b>Total Charges:</b> \$ <span style="font-size: 1.5em; margin-left: 20px;">16,250.00</span>	<span style="font-size: 1.5em; margin-left: 20px;">\$13812.50 ~</span>
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For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

The Pat McCrory Committee

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jonathan Massachi

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

***To Be Signed By Candidate or Authorized Committee***

5/31/12

Date

Julie A. Kearns  
Signature

***To Be Signed By Station Representative***

☒ Accepted

☐ Accepted in Part

☐ Rejected

Dave Lyles  
Signature

Dave Lyles  
Printed Name

Sales Manager  
Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Pat McCrory

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does**

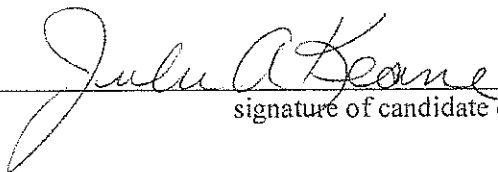
☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

printed name

date



**WRAL-TV**  
**2619 Western Blvd**  
**Raleigh, NC 27605**  
**(919)821-8514**

# CONTRACT

<u>Contract / Revision</u> 115154 /		<u>Alt Order #</u> 06218079
<u>Product</u> MCCRORY 8/20		
<u>Contract Dates</u> 08/20/12 - 08/26/12		<u>Estimate #</u> 820826
<u>Advertiser</u> Pat McCrory for Governor		<u>Original Date / Revision</u> 07/10/12 / 08/14/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRAL	<u>Account Executive</u> Cheryl Blair	<u>Sales Office</u> Washington Tel
<u>Special Handling</u> CIA - Mark PAID		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 157.70
<u>IDB#</u>	<u>Advertiser Code</u> MCCRO	<u>Product Code</u> ORDR
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Smart Media**  
**101 N. Columbus Street**  
**Suite 200**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WRAL	08/24/12	08/24/12	Noon News	12p-1p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	----1--				1	\$250.00	6.50			
N 2	WRAL	08/24/12	08/24/12	6pm News (M-F)	6-630p		:30				NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	----1--				1	\$1,100.00	10.90			
N 3	WRAL	08/20/12	08/20/12	Late News	11-1135p		:30				NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	1-----				1	\$1,100.00	7.70			
N 4	WRAL	08/20/12	08/20/12	Noon News	12p-1p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	1-----				1	\$250.00	6.50			
N 5	WRAL	08/20/12	08/20/12	Young and the Restless	4-5p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	1-----				1	\$550.00	8.20			
N 6	WRAL	08/20/12	08/20/12	5:00 First News	5-530p		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	1-----				1	\$850.00	8.60			
N 7	WRAL	08/20/12	08/20/12	CBS This Morning	7am - 9am		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	1-----				1	\$300.00	3.60			
N 8	WRAL	08/25/12	08/25/12	WRAL 6a News Sat	6-8a		:30				NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----2-				2	\$275.00	4.20			
N 9	WRAL	08/26/12	08/26/12	6pm News (Sun)	6-630p		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----1				1	\$225.00	8.10			
N 10	WRAL	08/26/12	08/26/12	60 Minutes	7-8p		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----1				1	\$1,500.00	7.90			
N 11	WRAL	08/26/12	08/26/12	WRAL Sun Morning News	7-9a		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



**WRAL-TV**  
**2619 Western Blvd**  
**Raleigh, NC 27605**  
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Contract / Revision	Alt Order #
115154 /	06218079

Contract Dates	Product	Estimate #
08/20/12 - 08/26/12	MCCRORY 8/20	820826

Advertiser	Original Date / Revision
Pat McCrory for Governor	07/10/12 / 08/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----2				2	\$350.00	4.70			
N 12	WRAL	08/26/12	08/26/12	CBS Sunday Morning	9-1030a		:30				NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----1				1	\$525.00	5.10			
N 13	WRAL	08/23/12	08/23/12	Young and the Restless	4-5p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	---1---				1	\$550.00	8.20			
N 14	WRAL	08/23/12	08/23/12	5:00 First News	5-530p		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	---1---				1	\$850.00	8.60			
N 15	WRAL	08/23/12	08/23/12	Thu Hour 2	9-10p		:30				NM	1	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	---1---				1	\$1,200.00	12.70			
N 16	WRAL	08/21/12	08/21/12	Tue Hour 1	8-9p		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-1-----				1	\$1,500.00	16.30			
N 17	WRAL	08/22/12	08/22/12	Noon News	12p-1p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	--1----				1	\$250.00	6.50			
N 18	WRAL	08/22/12	08/22/12	6pm News (M-F)	6-630p		:30				NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	--1----				1	\$1,100.00	10.90			
N 19	WRAL	08/22/12	08/22/12	CBS This Morning	7am - 9am		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	--1----				1	\$300.00	3.60			
Totals										157.70		21	\$16,250.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	21	\$16,250.00	\$13,812.50
<b>Totals</b>	21	\$16,250.00	\$13,812.50

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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